

February 1, 1995

Maria Cohen  
Philip Morris USA  
120 Park Avenue  
New York, New York 10017

Dear Maria:

I would like to cordially invite you to celebrate the opening of "*Club Benson & Hedges - Smokers Welcome*" at the Florida State Fair in Tampa, Friday, February 10, 1995. This date has been designated Benson & Hedges Day at the Fair and will feature a performance by the Neville Brothers that evening.

"*Club Benson & Hedges*" provides smokers in the Tampa area with a deluxe hospitality center featuring our custom outfitted double decker "*Club*" bus, live entertainment, free beverages and food sampling -- not to mention plenty of opportunities to sample Benson & Hedges 100's. The "*Club*" will be welcoming Tampa smokers throughout the month of February at the State Fair and other local area attractions. Come see and experience for yourself how we've brought our "Empathy" positioning to life.

To assist in your planning, we've reserved a block of rooms at the Hyatt Regency Westshore on Tampa Bay (for two nights -- 2/10-2/11). Complimentary VIP tickets to the State Fair and the Neville Brothers concert on Friday have also been arranged. I've included a brochure on the hotel and a copy of the direct mail piece sent to over 97,000 Tampa area smokers to help you with your decision to attend.

I sincerely hope you can attend. Please RSVP to Catherine Sherman on extension 3692 by Monday, February 6. Full details about the weekend will be sent immediately after we receive your response.

Hope to see you in Tampa!

Sincerely,

Peter G. Henriques

PGH:cas

Enc.

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